File copy
1/20/58

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR · A WEEKLY PUBLICATION

january

WEEK CLA

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

february

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

march

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

april

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

may

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

june

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

july

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

august

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

september

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

october

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

november

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

december

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

january – 1959

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

february – 1959

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

march – 1959

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, JANUARY 17, 1958		
Jan. 17- Jan. 26	THE NATIONAL MOTOR BOAT SHOW AT NEW YORK COLISEUM, COLUMBUS CIRCLE. Contact: H. A. Bruno Assoc., CI. 6-8040 or JU. 2-8406.		
Beginning Saturday Jan. 18-Jan. 20	OPENING OF ROMAN COUTURE COLLECTIONS Jan. 18: Accessories Exhibit; Showing by New Italian Fashion Houses; Gregoriana; Dessalles; Marlen; Rapuano; Sarli. Jan. 19: Eleanora Garnett; Baratta; Mingolini-Gugenheim; Fontana. Jan. 20: La Tessitrice dell'Isola; Gattinoni; Giovanelli; Centinaro. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 47, Rome.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
	WEEK BEGINNING MONDAY, JANUARY 20, 1958		
Monday Jan. 20 9:30 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRIDAL FASHIONS By invitation. Customer showing Sat., Jan. 25, from 3:00 P.M. - 4:00 P.M., 4th Floor. Tickets: $1.00 (tea). Publ: Eileen Goldburg, TR. 5-0195.	ABRAHAM & STRAUS	3RD FLOOR BRIDAL SALON
Beginning Monday Jan. 20	OPENING OF SUMMER DRESS COLLECTION (Note Change of Date.) Contact: Joni Johnstone, LO. 3-7648.	M. NADLER & CO.	530 SEVENTH AVENUE PENTHOUSE
Beginning Monday Jan. 20	OPENING OF SUMMER SEPARATES COLLECTION Daily showing of Summer separates collection, designed by Frank Smith. (Cancellation of Press luncheon, Thurs., Jan. 30 at 12:30 P.M.) Contact: Bernard Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Jan. 20	OPENING: SPRING & SUMMER JUNIOR COLLECTION F. H. Safian fashions and Tween Jane Sportswear collection. Continuous daily thereafter. Contact--Safian: Julie Geller; Tween Jane: Stephanie Howard, WI. 7-8448.	F. H. SAFIAN & CO.; TWEEN JANE, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Jan. 20-Jan. 23	OPENING OF FLORENCE COUTURE COLLECTIONS Jan. 20: Millinery Show: Aria, Avagolf, Baldini, Falconetto, Glans, Litvix, Myricae, Scarabocchio, Valditevere, Vito, Mirsa, Avolio, Bertoli, Puma. Jan. 21: Sportswear & Casuals by the high fashion houses; Schuberth. Jan. 22: Guidi, Veneziani, Simonetta, Fabiani. Jan. 23: Capucci, Marucelli, Antonelli, Carosa. Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY

COPYRIGHT, 1958, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 21 9:00 A.M. Breakfast	PREVIEW: INFANTS' AND CHILDREN'S KNITWEAR	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
	"The Bright Look"--Carter's will present a press preview of their Spring and Summer knitwear fashions for infants and children. Showing 9:30 A.M. Publicity: Lois Gifford at B.B.D.O., EL. 5-5800.		
Tuesday Jan. 21 10:00 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRIDAL COLLECTION	MARTIN'S (BROOKLYN)	5TH FLOOR BRIDAL SALON
	Martin's will present their Spring and Summer bridal collection to the press. By invitation. Publicity: Rita Dobbins, TR. 5-3100.		
Tuesday Jan. 21 4:30 P.M. Cocktails	PREVIEW OF SPRING AND SUMMER MISSES DRESSES	MISS ELLIETTE, INC. (LOS ANGELES)	HAMPSHIRE HOUSE COTTAGE
	Miss Elliette will introduce her daytime, afternoon and cocktail fashions to the press and buyers. By invitation. Contact: Marvin Reamer, LA. 4-2640. Publicity: Helen O. Borger, 667 Madison Ave., TE. 8-0937.		
Wednesday Jan. 22 9:00 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY (419 FOURTH AVENUE)	THE AMBASSADOR TRIANON ROOM
	Preview of Fall and Winter 1958 leather colors and finishes. Showing at 9:30. By invitation. Publicity: Helen Caruso, MU. 6-1623.		
Wednesday Jan. 22 9:30 A.M. Breakfast	PRESS PREVIEW OF MID-WINTER FURNITURE	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Showing of Macy's mid-winter furniture collection to the press. By invitation. Publicity: Reni Kuhn, OX. 5-4400, Ext. 2683.		
Wednesday Jan. 22 12:00 Noon Luncheon	COSMETIC & MILLINERY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
	Co-Chairmen: Miriam Gibson French and Kathleen Spencer Cory; also Kitty d'Alessio and Conoldine Burnett. Prices: $6.50, members; $7.50, guests. Contact: CI. 7-3940.		
Wednesday Jan. 22 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	GOTHÉ; REISS-FABRIZIO, INC.	HOTEL PIERRE COTILLION ROOM
	Showing of Gothé gowns and Reiss-Fabrizio furs. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director, Anne Taylor, TE. 8-8000.		
Thursday Jan. 23 9:15 A.M. Coffee	PRESS PREVIEW OF SPRING BRIDAL FASHIONS	BLOOMINGDALE'S	3RD FLOOR BRIDAL SHOP
	Preview of bridal fashions. By invitation. Customer showings, Jan. 28 and 29, at 6:30 P.M. on 3rd floor. Publicity: Margaret deMille, EL. 5-6400.		
Thursday Jan. 23 3:30 P.M. Cocktails	PREVIEW OF SUMMER SPORTSWEAR FASHIONS	LADY GUILFORD (1384 BROADWAY)	HOTEL WARWICK WARWICK ROOM
	Lady Guilford will present Hope Mathews' "Williamsburg" collection of sportswear for press and buyers. Daily thereafter at showroom. Contact: Angela Coppa, LA. 4-2398.		
Thursday Jan. 23 4:00 P.M.	PRESS PREVIEW: SPRING-SUMMER LINGERIE	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Capsule preview for the press of Vanity Fair's Spring and Summer lingerie. Showing at 4:15 P.M. By invitation. Publ.: Ruth Hammer Assoc., EL.5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 23 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WAIDORF-ASTORIA BALIROOM
	Introduction of Miss Jean Carter, the 1958 Maid of Cotton, and her washable wardrobe at the 31st Annual Convention of the Ass'n of American Soap & Glycerine Producers. Showing at 4:30 P.M. Contact: Ruth Goldberg, Soap Ass'n, MU. 6-3662; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.		
Beginning Monday Jan. 27	OPENING OF PARIS COUTURE COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Jan. 27: Manguin, Patou, Claude Riviere, Sagardoy. Jan. 28: ACP, Balmain, Cardin, Heim, Laroche, Raphael, Vramanti. Jan. 29: Desses, Gres, Griffe, Revillon, Maggy Rouff. Jan. 30: Bruyere, Dior, Lanvin-Castillo, de Rauch. Jan. 31: Carven, Charles Montaigne, Michel Tellin. (Balenciaga, Chanel and Givenchy have not as yet set dates.) Contact: Chambre Syndicale--102, Rue du Faubourg St-Honore, Paris.		
Tuesday Jan. 28 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WAIDORF-ASTORIA GRAND BALLROOM
	Fourteenth annual fashion show for benefit of the Nat'l Foundation of Infantile Paralysis. Prices: Luncheon & fashion show--$25.00, $50.00, $75.00. Contact: Elaine Whitelaw, National Foundation, 301 East 42nd St., OX. 7-7700. Fashion Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Jan. 29 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560.		
Thursday Jan. 30 2:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	For press and buyers. By reservation. Daily trade showings at 2:00 P.M. from Mon., Feb. 3. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Friday Jan. 31 10:30 A.M.	SUMMER FASHIONS BY WILSON FOIMAR	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Summer collection designed by Wilson Folmar at preview for press and buyers. By invitation. Trade showings Feb. 4-6, 10-13 at 1:00 P.M. Contact: David Taxier, LA. 4-8490.		
Friday Jan. 31 12:00 Noon Luncheon	SUMMER FASHIONS AT PRESS PREVIEW	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Cocktail, dinner and evening collection. By invitation. Daily at 12:00 Noon (luncheon) Feb. 3-6, 10-13. Contact: Jack Sulzer, WI. 7-9470.		
Friday Jan. 31 4:00 P.M. Cocktails	PREVIEW: MEN'S AND BOYS' WEAR FABRICS	REEVES BROS. INC.; AMERICAN VISCOSE CO.	10 EAST 52ND STREET SPORTS AFIELD
	Showing of Reeves' new line of "Bounty" fabrics--man-made fibers in Avisco Rayon. By invitation. Publicity: Charles F. Schroeder, PE. 6-8600.		
Tuesday Feb. 4 8:15 A.M. Breakfast	ANNUAL NOTIONS BREAKFAST	KLEINERT'S (485 FIFTH AVENUE)	SHERATON-ASTOR HOTEL GRAND BALLROOM
	Kleinert's annual show for notion buyers and merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

MONDAY, FEBRUARY 3			
	A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 Fl) WI. 7-4077
TUESDAY, FEBRUARY 4			
	Rudolf Gowns.	10:30 A.M.	530 7th (12 Fl) WI. 7-6865
	Paul Parnes Corp.	2:30 P.M.	498 7th (10 Fl) CH. 4-4600
	Harmay.	4:00 P.M.	498 7th (22 Fl) PE. 6-5547
	Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl) LO. 4-3923
WEDNESDAY, FEBRUARY 5			
	Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl) LA. 4-7540
	Wm. Fox-Visioni Corp.	1:00 P.M.	498 7th (18 Fl) CH. 4-2659
	Grabois	1:15 P.M.	498 7th (5 Fl) CH. 4-2767
	David Levine Co.	2:30 P.M.	530 7th (21 Fl) LA. 4-0237
	Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 Fl) CH. 4-2655
THURSDAY, FEBRUARY 6			
	Jobere, Inc.	11:45 A.M.	530 7th (30 Fl) PE. 6-1938
	Branell	2:30 P.M.	530 7th (27 Fl) PE. 6-6983
	Reich-Goldfarb Co.	3:00 P.M.	498 7th (7 Fl) WI. 7-5374
FRIDAY, FEBRUARY 7			
	Hannah Troy	1:00 P.M.	530 7th (2 Fl) LO. 3-0988
	Grobe Originals.	Continuous daily	498 7th (16 Fl) BR. 9-8394
TUESDAY, FEBRUARY 11			
	Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl) CH. 4-1542
	Junior Sophisticates Co.	1:00 P.M.	498 7th (4 Fl) LO. 4-0462
	Ed Gerrick, Inc.	4:00 P.M.	550 7th (7 Fl) LO. 4-1820
WEDNESDAY, FEBRUARY 12			
	Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl) CH. 4-2617

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, FEBRUARY 3			
	Zoltan-Rosenberg Co.	2:30;by appointment.	550 7th (22 Fl) LA. 4-6691
TUESDAY, FEBRUARY 4			
	Kane-Weill (Lloyd Weill).	10:30 A.M.	498 7th (22 Fl) LO. 5-3041
	Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl) LA. 4-9724
WEDNESDAY, FEBRUARY 5			
	Davidow, Inc.	By appointment	550 7th (21 Fl) PE. 6-6909
	David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 Fl) LA. 4-2577

Tuesday Feb. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings, Feb. 5, 6, 11, 12, 13, 18 and 20 at 10:00 A.M. By reservation. Contact: LA. 4-7626. Publ: Eleanor Lambert, 785 Fifth, MU. 8-2130.

Tuesday Feb. 4 10:30 A.M.	OPENING OF SUMMER COLLECTIONS	KANE-WEILL (Lloyd Weill)	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

Showings thereafter Wed., Feb. 5, 10, 11, 12, 18, 19 and 25 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.

Tuesday Feb. 4 11:30 A.M.	OPENING OF SUMMER COLLECTION	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR

"Clothes For You"--designed by Madeleine Fauth. Daily thereafter at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 4 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Summer dresses, designed by Lee Evans, will be shown, Feb. 4, 5, 6 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.		
Tuesday Feb. 4 2:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Preview of Summer dresses, designed by Betty Carol. By invitation. Daily thereafter at 10:30 and 2:00. Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Tuesday Feb. 4 2:30 P.M.	PRESS PREVIEW OF SUMMER FASHIONS	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will present her cotton collection for press and buyers. By invitation. Daily thereafter at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publ: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.		
Tuesday Feb. 4 2:30 P.M.	OPENING OF SUMMER COLLECTION	CLAIRE McCARDELL	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Daily showing at 2:30 P.M. By invitation. Contact: LO. 4-2155.		
Tuesday Feb. 4 4:00 P.M. Cocktails	PREVIEW OF SUMMER JUNIOR FASHIONS	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Summer junior dresses and costumes for press and buyers. Continuous daily thereafter. By invitation. Contact: LO. 4-1434.		
Tuesday Feb. 4 4:00 P.M.	OPENING OF SUMMER COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showing of Summer dresses, suits and costumes, at 4:00 P.M., daily. By reservation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.		
Tuesday Feb. 4 5:00 P.M. Cocktails	PREVIEW: CEIL CHAPMAN'S SUMMER COLLECTION	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Preview for the press. By invitation. Daily thereafter at 2:30 P.M. By appointment. Contact: Carrie Arvani, LA. 4-5800.		
Beginning Tuesday Feb. 4- Feb. 6	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	Feb. 4: Digby Morton, Michael, Mattli, Ronald Paterson. Feb. 5: Victor Stiebel, Hardy Amies, Charles Creed, Lachasse. Feb. 6: John Cavanagh, Worth, Norman Hartnell, Michael Sherard. Contact: Ann Ryan, 461 Old Bond Street, London W.1.		
Wednesday Feb. 5 12:00 Noon Box Lunch	PRESS PREVIEW OF SUMMER COLLECTION	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Showing for press, Wed., Feb. 5. (Resident buyers, Feb. 4 at 12:00 Noon.) Thereafter at 12:00 Noon daily. Contact: Terry Parker, LO. 3-4358.		
Wednesday Feb. 5 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will preview Brigance's Summer collection of dresses, beachwear and playclothes. By invitation. Trade showing Thurs., Feb. 6 at 2:30 P.M.; thereafter Tuesdays and Thursdays. Contact: LO. 3-1534.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER SPORTSWEAR	PLATTRY COUNTRY WEAR, INC.	THE AMBASSADOR BALLROOM
	Showing of sportswear, beachwear and dresses designed by Greta Plattry. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.		
Wednesday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF IRISH LINEN FASHIONS	THE IRISH LINEN GUILD	HOTEL PIERRE BALLROOM
	Reception for 1958 Irish Linen Queen; exhibit of table settings, decorator and household linens; fashion show of linen by leading designers for men and women; also originals by students of Parsons School of Design. By invitation. Publicity: Eleanor Rowlands, LE. 2-9292.		
Thursday Feb. 6 11:30 A.M. Luncheon	OPENING OF SUMMER DRESS COLLECTION	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of junior and misses dresses designed by Mr. Sidney; continuous daily thereafter at 11:30 A.M., followed by luncheon. Contact: BR. 9-9570.		
Thursday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan will present her collection of Summer dresses and ensembles for daytime and late-day wear. By reservation. Daily <u>showing thereafter at 1:15</u>. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.		
Beginning Thursday Feb. 6 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Jamison Classics will present their Summer dresses and separates collection at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.		
Thursday Feb. 6 4:00 P.M.	SUMMER COLLECTION BY DONALD BROOKS	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview for press and buyers of Donald Brooks' Summer collection. Showing also <u>Feb. 13 at 4:00 P.M.</u> By invitation, Contact: LO. 3-4231.		
Friday Feb. 7 11:00 A.M.	PREVIEW OF SUMMER COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings also on Feb. 11 and 13 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.		
Friday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy's Summer dresses will be shown daily at 1:00 P.M. By appointment. Contact: LO. 3-0988. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.		
Feb. 7- Feb. 13	BOY SCOUT ANNIVERSARY WEEK. Contact: Boy Scouts of America, 2 Park Avenue, LE. 2-0985.		
Feb. 9- Feb. 15	NATIONAL ADVERTISING WEEK. Contact: Advertising Federation of America, 250 West 57th St., CI. 6-2431.		
Beginning Monday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Richard Cole's Summer collection of all-occasion dresses at 1:00 P.M. daily. Contact: John Brunelle, BR. 9-5644.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Daily showing at 12:00 Noon. Contact: BR. 9-5012.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 11 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Lanz will present their Summer collection of dresses and sportswear. Lunch (12:00) showing (12:30) Feb. 11, 12, 13 and Feb. 17 through 19. Contact: Audrey Weymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 11 1:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Oleg Cassini will preview his Summer collection to press and buyers. By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily thereafter at 2:30 P.M. Contact: CH. 4-1872.	LARRY ALDRICH CO., INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection daily at 2:30 P.M. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 11 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection, designed by Liz Claiborne. By invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Wednesday Feb. 12 4:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Samuel Winston's Summer collection, designed by Roxane. Daily thereafter at 4:00 P.M. By invitation. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings of Jane Derby's Summer collection, Feb. 13, 14, 18 and 20 at 10:30 A.M. By appointment. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Feb. 13 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Luis Estevez will preview his Summer collection to the press. By invitation. Trade showings, beginning Friday, Feb. 13 at 12:00 Noon in showroom daily. Contact: LO. 4-5820. Publ: Eleanor Lambert, MU. 8-2130.	GRENELLE-ESTEVEZ (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
Feb. 19	ASH WEDNESDAY (First Day of Lent).		
Wednesday Feb. 19 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy maternity fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Page Boy Publ: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS	HOTEL PIERRE COTILLION ROOM

MOVIES...MUSIC...THEATRE

Monday Jan. 20 — THIRTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Mon., Jan. 20: Donizetti's "LUCIA DI LAMMERMOOR". Tues., Jan. 21: Barber's "VANESSA". Wed., Jan. 22: Puccini's "LA BOHEME". Thurs., Jan. 23: Verdi's "AIDA". Fri., Jan. 24: Puccini's GIANNI SCHICCI", and Strauss' SALOME". Sat., Mat. Jan. 25: Verdi's "LA FORZA DEL DESTINO". Sat., Eve. Jan. 25: Gluck's "ORFEO ED EURIDICE". Publ.: Francis Robinson, PE.6-1200.

Wednesday Jan. 22 — OPENING: "SUMMER OF THE 17TH DOLL" CORONET THEATRE, 230 WEST 49TH STREET The original English cast will be presented by The Playwrights' Company and The Theatre Guild, in a play by Ray Lawlor. Director: John Sumner. Sets: Anne Fraser. Publicity: William Fields, PL. 7-6846.

Thursday Jan. 23 — OPENING: "THE BODY BEAUTIFUL" BROADWAY THEATRE, B'WAY & 53RD STREET The Joseph Stein-Will Glickman musical, starring Mindy Carson and Jack Warden, featuring Steve Forrest, will be presented by Richard Kollmar and Albert Seldon. Director: George Schaefer. Sets: William & Jean Eckart. Costumes: Noel Taylor. Publicity: Frank Goodman, CO. 5-5472.

Friday Jan. 24 — PREMIERE "A FAREWELL TO ARMS" (Movie) ROXY THEATRE, SEVENTH AVE. & 50TH Twentieth Century Fox production of Ernest Hemingway's novel in CinemaScope, starring Rock Hudson, Jennifer Jones and Vittorio De Sica. Producer: David C. Selznick. Director: Charles Vidor. Publ.: John Springer, CO.5-3320.

Tuesday Jan. 28 — OPENING: "MAYBE TUESDAY" PLAYHOUSE THEATRE, 137 WEST 48TH STREET Richard Derr, Patricia Smith and Ralph Bell will star in the comedy about 6 girls sharing a West Side apartment, written by Mel Tolkin and Lucille Kallen. Director: Paul Stewart. Sets: Paul Morrison. Costumes: Ann Roth. Publicity: Ben Washer, CI. 5-0740.

Thursday Jan. 30 — OPENING: "SUNRISE AT CAMPOBELLO" CORT THEATRE, 138 WEST 48TH STREET The Theatre Guild and Dore Schary will star Ralph Bellamy with Mary Fickett in the Dore Schary play of the years 1921-24 in the life of Franklin Delano Roosevelt. Director: Vincent J. Donohue. Sets and lighting: Ralph Alswang. Costumes: Virginia Volland. Publicity: Nat & Irvin Dorfman, LO. 3-0858.

Tuesday Feb. 4 — OPENING: "OH CAPTAIN" ALVIN THEATRE, 250 WEST 52ND STREET The musical comedy presented by Howard Merrill and Theatre Corporation of America, starring Tony Randall, Abbe Lane, Xavier Cugat and Alexandra Danilova. Producer and Director: Jose Ferrer. Sets and Lighting: Jo Mielziner. Costumes: Miles White. Publ.: Harvey Sabinson, CI. 6-0856.

Wednesday Feb. 5 — OPENING: "WINESBURG, OHIO" NATIONAL THEATRE, 208 WEST 41ST STREET Saba Co. and Yvette Schumer will present an adaptation of the novel by Sherwood Anderson, starring Dorothy McGuire, James Whitmore and Leon Ames. Director: Joseph Anthony. Sets: Oliver Smith. Costumes: Dorothy Jenkins. Publicity: Richard Maney, CI. 7-4646.

Thursday Feb. 6 — OPENING: "INTERLOCK" ANTA PLAYHOUSE, 245 WEST 52ND STREET Celeste Holm, Maximilian Schell and Rosemary Harris will star in a psychological melodrama by Ira Levin and presented by Richard Myers, Julius Fleischmann and Walter N. Trenerry. Director: Philip Burton. Sets and Lighting: Howard Bay. Costumes: Robert Mackintosh. Publicity: Harvey Sabinson, CI. 6-0856.